

TO: Governor
FROM: John Arledge
CC: Charlie Williams
DATE: June 28, 2004
SUBJECT: Long Range Planning II

Time should be taken next week to discuss items for the rest of the year. I have amended a long range schedule I sent to you in early May.

Early July

- Medicaid Focus. Create Medicaid-related events and interviews shortly after the July 4th weekend to emphasis new effort.
- Northeast Mississippi Focus Week. Give speeches to key interest groups there and hold a mini-summit on NEMS needs.

Late July

- Weeklong Internal Policy Summit with Agency Heads/Staff. Compile an early laundry list of needed legislation from our agencies and conduct a political vetting of our internal policy objectives (have completed for poll testing)
- Statewide Polling. Evaluate changes in public opinion since post-election and test specific issues.

Mid August

- Sponsor Ag/Rural Conference. (*as discussed*)

August 22 - September 4

- Republican National Convention
- Series of Agency Announcements. Hold minor agency announcements for release at this time to convey executive branch activity during Convention.

Early October

- Education Summit. Hold a meeting of education leaders from across the country highlighting the best ideas in education reform - resulting in an education package.

Late October

- Possible Bush/Cheney activities across the country

November

- Submission of Executive Budget
- Announcement of 2005 Legislative Agenda

December

- 2005 Legislative Agenda Press Tour/Speeches. Begin building support for our legislative agenda with a series of events highlighting each policy.
- Education Reform Special Session. A risky maneuver to highlight our education package minus budgetary issues and paint you as an education advocate before focusing on our other legislative issues during the regular session.

These suggestions depend a great deal on unforeseen events which may arise and any problems and/or opportunities we see in our July polling.

Please let me know how you would like to proceed with our long-range planning.